

RJ REYNOLDS

TOBACCO COMPANY

August 26, 1997

J. Campbell
Promotional Coordinator

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Mr. D. Cook
CONSOLIDATED INDUSTRIES

HESS CHAIN: WINSTON B2GF CAP / PROMOTION #700927

Dear Don:

I have ordered an additional 267 SKUs of Winston Cap Displays (item #529301) for you to pack this promotion for Hess chain store locations for McLane-Northeast. The shipping company has been instructed to call ahead prior to delivery for an appointment. Attached are the individual breakdowns for assembly of this product by state. Please request product from McLane when you are ready to begin assembling the displays.

All displays will need to be back at McLane no later than October 6th in order for McLane to begin shipping displays to retail.

Product Arrival @ McLane: September 15th
Displays Arrival @ Consolidated: September 18th

WINSTON Brand

| <u>Styles</u> | <u>#/ Cases</u> |
|-------------------|-----------------|
| (12M) LIGHT | <u>5</u> |
| (6M) LIGHT BOX | <u>6</u> |
| (12M) FULL FLAVOR | <u>5</u> |
| (12M) FF BOX | <u>5</u> |

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Winston Cap Sleeves/ Displays. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Winston and receives a free Winston 'No Bull' Cap.

**BUILD NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED STATE DISPLAY LIST.
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

I appreciate your assistance, and if you have any questions, please call.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / #1610
/jc
Encl. Wholesaler Packing Instructions
State Display List
cc: P. Cox

51844 5633

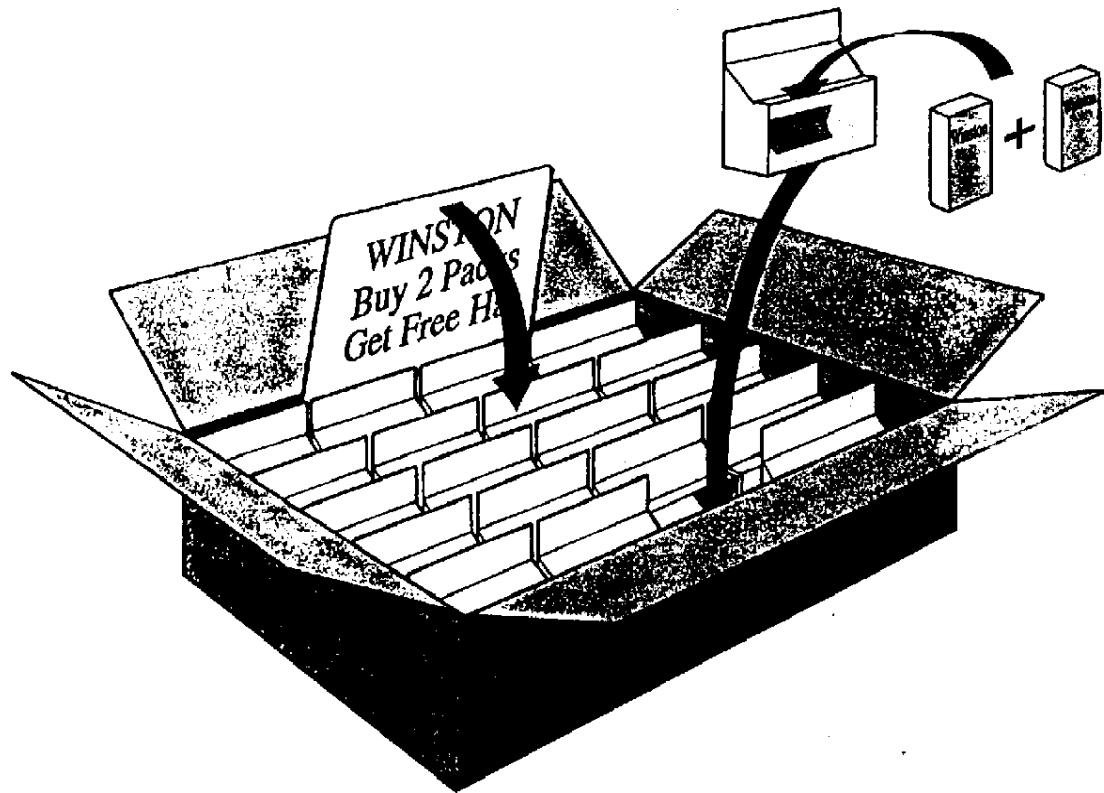
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

Description: WINSTON B2GF Hat Display / POS Kit

| Brand Style | WINSTON LIGHT | LIGHT Box | full FLAVOR | full FLAVOR Box | | |
|-------------------|------------------|-----------|-------------|--------------------|--|--|
| Number of Cartons | / | / | / | / | | |

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